AMENDMENTS TO THE CLAIMS

1.   (Canceled)

2.   (Currently amended) The method of Claim [[1]] 36, wherein the feedback from the user is in the form of user ratings of the recommendations.

3.   (Currently amended) The method of Claim [[1]] 36, wherein the evaluation of the items includes determining affinity values for the items.

4.   (Canceled)

5.   (Currently amended) The method of Claim [[1]] 36, wherein other items that have been selected by the user as favorites are utilized as references for the evaluation of the items.

6-20.   (Canceled)

21.   (Currently amended) The system of Claim [[20]] 44, further comprising a performance monitor which harvests recommendation performance information from the user.

22.   (Currently amended) The system of Claim [[20]] 44, further comprising a recommendation factory which selects items that have the highest expected affinity levels as determined by the affinity predictor.

23.   (Previously presented) The system of Claim 22, further comprising a recommendation table which the recommendation factory writes the recommendations to, the recommendations being loaded for the user from the recommendation table.

24-33. (Canceled)

34.   (Currently amended) The method of Claim [[33]] 36, wherein the results of the fitness evaluation are further utilized in a mating stage which determines the mating of the parameter sets.

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35. (Previously presented) The method of Claim 34, wherein when two parameter sets mate, a resulting parameter set contains elements from each of the original parameter sets.

36. (Currently amended) ~~The method of Claim 33,~~ In a computer system, a method for providing recommendations of items to a user, the method comprising:

evaluating the items in accordance with sets of parameters;

recommending selected items to a user based on the evaluation of the items;

receiving from the user feedback regarding the recommendations;

adjusting the sets of parameters based on the feedback, wherein a genetic algorithm is utilized for adjusting the sets of parameters, and a fitness evaluation stage is utilized during which the fitness of each parameter set is evaluated and ~~wherein~~ the results of the fitness evaluation are further utilized in a survival stage which determines the survival of each of the parameter sets.

37. (Previously presented) The method of Claim 36, wherein the number of surviving parameter sets is generally limited to 50 or fewer parameter sets.

38. (Currently amended) The method of Claim [[1]] 36, wherein an initial population of parameter sets is created using known values.

39. (Currently amended) The method of Claim [[1]] 36, wherein an initial population of parameter sets is created through a random process.

40. (Currently amended) The method of Claim [[1]] 36, wherein a mutation stage is utilized during which mutated parameter sets are created.

41. (Currently amended) ~~The method of Claim 1,~~ In a computer system, a method for providing recommendations of items to a user, the method comprising:

evaluating the items in accordance with sets of parameters;

recommending selected items to a user based on the evaluation of the items;

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receiving from the user feedback regarding the recommendations;

adjusting the sets of parameters based on the feedback, wherein a genetic algorithm is utilized for adjusting the sets of parameters and ~~wherein~~ floating point genes are utilized by the genetic algorithm.

42.   (Currently amended) ~~The method of Claim 1,~~ In a computer system, a method for providing recommendations of items to a user, the method comprising:

evaluating the items in accordance with sets of parameters;

recommending selected items to a user based on the evaluation of the items;

receiving from the user feedback regarding the recommendations;

adjusting the sets of parameters based on the feedback, wherein a genetic algorithm is utilized for adjusting the sets of parameters and ~~wherein~~ binary genes are utilized by the genetic algorithm.

43.   (Currently amended) The system of Claim [[20]] 44, further comprising a mating component for determining the mating of parameter sets.

44.   (Currently amended) ~~The system of Claim 20,~~ A system for providing recommendations to a user, the system comprising:

an affinity predictor for receiving information regarding items and determining affinity values for the items, the affinity values being determined according to sets of parameters, the affinity values being used to provide recommendations to the user;

a parameter controller for adjusting the sets of parameters in accordance with feedback from the user regarding the recommendations, wherein the parameter controller utilizes a genetic algorithm; and

~~further comprising~~ an executing component for executing parameter sets that are determined to be undesirable.

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45.   (Currently amended) The system of Claim [[20]] 44, further comprising a mutating component for creating mutated parameter sets.

46.   (New) The method of Claim 41, wherein the feedback from the user is in the form of user ratings of the recommendations.

47.   (New) The method of Claim 41, wherein the evaluation of the items includes determining affinity values for the items.

48.   (New) The method of Claim 41, wherein other items that have been selected by the user as favorites are utilized as references for the evaluation of the items.

49.   (New) The method of Claim 41, wherein a fitness evaluation stage is utilized during which the fitness of each parameter set is evaluated.

50.   (New) The method of Claim 49, wherein the results of the fitness evaluation are further utilized in a mating stage which determines the mating of the parameter sets.

51.   (New) The method of Claim 50, wherein when two parameter sets mate, a resulting parameter set contains elements from each of the original parameter sets.

52.   (New) The method of Claim 41, wherein a mutation stage is utilized during which mutated parameter sets are created.

53.   (New) The method of Claim 42, wherein the feedback from the user is in the form of user ratings of the recommendations.

54.   (New) The method of Claim 42, wherein the evaluation of the items includes determining affinity values for the items.

55.   (New) The method of Claim 42, wherein other items that have been selected by the user as favorites are utilized as references for the evaluation of the items.

56.   (New) The method of Claim 42, wherein a fitness evaluation stage is utilized during which the fitness of each parameter set is evaluated.

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57.   (New) The method of Claim 56, wherein the results of the fitness evaluation are further utilized in a mating stage which determines the mating of the parameter sets.

58.   (New) The method of Claim 57, wherein when two parameter sets mate, a resulting parameter set contains elements from each of the original parameter sets.

59.   (New) The method of Claim 42, wherein a mutation stage is utilized during which mutated parameter sets are created.

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